

Frequently Asked Questions

Q: What is the timeline of the program?

A: River City Recycling Program will operate over a 16 month period. The 15 month period will span from January 1, 2015 to March 31, 2016. Participating neighborhood groups will be selected December 1, 2014 and will continue to be involved with the program for its duration.

Q: How will neighborhood groups be selected?

A: Criteria for selection will include but is not limited to: neighborhood's potential for improvement, established resources for community outreach, population density and volume of trash produced, and statistically significant correlations between city trash routes and neighborhood boundaries. The program aims to provide an accurate representation of the many diverse areas within the City.

Q: How will neighborhood groups be analyzed?

A: In cooperation with the St. Louis Refuse Division and Missouri Work, single-stream data will be collected from participating neighborhood groups. A pre-program, recycling baseline will be established for each participating group and progress will be tracked throughout the course of the program.

Q: What incentives are available through the program?

A: Two visa gift cards will be awarded each month for 15 months beginning January, 2015. (1) \$100 and (1) \$50 gift card will be awarded to 2 different neighborhood groups that show improvement and demonstrate dedication to the program. At the end of the program, (1) \$1,000 and (1) \$500 gift card will be awarded to the two neighborhood groups that made the most substantial improvements and greatest contributions to the program.

Q: Who will receive the gift cards?

A: The visa gift cards will be given to the Recycling Block Captain with the expectation that the money be reinvested into the community. River City Recycling Rewards will provide suggestions for the money including: purchasing trees and native plants for community beautification or purchasing tools and supplies to create a neighborhood composting center.

Q: What other incentives are incorporated into the program?

A: Once neighborhood groups are selected, River City Recycling Rewards Program, along with community leaders, will solicit local businesses for discounts and gift certificates for participating neighborhood residents. For example, a local restaurant can agree to host a community recycling meeting and everyone in attendance will receive 15% off their next meal.